

## Strategic Analytics Program

### Creating Competitive Advantage Through Analytics

Queen's Strategic Analytics Program will show you how to deploy analytics in new and powerful ways. The program provides hands-on experience with the concepts, tools, and techniques that can help your organization to effectively implement strategic objectives at all levels. Online databases and powerful analytical tools have made complex analysis both economically feasible and timely. Learn from experts how to apply them yourself.

#### Help your organization become better at making informed decisions

Strategic analysis in support of major decisions and repetitive tasks like inventory control and resource allocation have been normal practice for managers for generations. New factors, including online databases and powerful analytical tools have made complex analysis both economically feasible and timely.

#### Upcoming sessions

Toronto - Mar 6 to Mar 7, 2012

Calgary - April 24 to 25, 2012

Facility is TBD

**Fees: \$1950** *(plus applicable taxes)*

Discounts for Charitable NGOS



#### Session Leaders

Yuri Levin - Operations Management, Queen's School of Business

Yuri Levin is a Professor of Management Science and Operations Management & Distinguished Faculty Professor of Operations Management at Queen's School of Business. He is an award-winning researcher and teacher. He has developed innovative approaches to business modelling and has been published widely in the general areas of revenue management, dynamic pricing, and machine learning applications. Yuri was the 2010 and 2003 winner of the Queen's School of Business Research Achievement Award and New Researcher Achievement Award. He has consulted widely in currency exchange investments and on the modeling and optimization of pricing.



Jeff McGill - Management Science and Operations Management, Queen's School of Business

Jeff McGill is an experienced researcher, teacher, and practitioner in management science, and is a former Program Director of the Queen's Full Time MBA. Jeff's interests are in pricing and revenue management, particularly in the transportation industry, and in statistical methods for improving management decisions. He has over eight years of full-time industrial experience in product development and operations research, and has consulted widely for public and private organizations in the areas of optimal pricing and data analysis.